

Message Text

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E.O. 11652: N/A
TAGS: BEXP, UK
SUBJECT: TEMPS; CASE NO. CON 0100 - WICO CORP

REF: (A) STATE 091897; (B) STATE 120712

1. PARA 4 REF A INDICATED POST'S TASK IN SUPPORTING TEMPS WOULD BE FILLING IN GAPS IN BED/OES MARKETING PLANS WHERE SOME ELEMENT OF MARKET INFO IS INCOMPLETE. EVIDENT IN THIS FIRST CASE HOWEVER THAT GAP AT WASHINGTON END IS TOTAL IN TERMS OF FOREIGN MARKETING INFO; UNFORTUNATELY SAME IS TRUE FOR EMBASSY. AS INQUIRY IN THIS PRODUCT FIELD IS WITHOUT PRECEDENT, POST RESPONSE WILL REQUIRE EFFORT CONSIDERABLY IN EXCESS OF ONE PERSON-DAY FORESEEN IN PARA 6 REF A. NEVERTHELESS WE EXPECT TO RESPOND IN USEFUL DETAIL BY MAY 26. (SPECS FOR OPERATIONS MARKET RESEARCH NOW UNDERWAY ON "CATERING & FAST FOOD EQUIPMENT" UNFORTUNATELY MAKE NO REFERENCE TO COIN-OPERATED MACHINES.)

2. REFEELS RAISE QUESTIONS BOTH PARTICULAR AND GENERAL. RE FORMER, PARA 1 REF A DESCRIBES TEMPS AS SERVING "SMALL, MEDIUM AND MINORITY-OWNED US COMPANIES." WE NOTE FROM 1978 "THOMAS REGISTER" THAT APPLICANT FIRM IS "AAAA" RATED, WITH EAST AND WEST COAST BRANCHES COMPLEMENTING MIDWEST HEADQUARTERS. D&B MILLION DOLLAR DIRECTORY FOR 1978 SHOWS SUBSTANTIAL EMPLOYMENT AND ANNUAL UNCLASSIFIED

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SALES OF 13 MILLION DOLLARS. NOTHING IN DIRECTORS' NAMES SUGGESTS THIS FIRM QUALIFIES FOR MINORITY TREATMENT. IN VIEW FOREGOING QUESTION RISES WHETHER REFERRAL TO COMPETENT, REASONABLY PRICED UK AND US SUBSIDIARY MARKET RESEARCH FIRMS HERE SHOULD NOT BE MADE, PARTICULARLY WHERE USEFUL JOB PROBABLY WOULD COST ONLY TWO OR THREE THOUSANDS POUNDS. THIS SEEMS SMALL EXPENDITURE

FOR FIRM OF THIS SIZE STUDYING MAJOR POTENTIAL MARKET HAVING CLOSE US BANKING RELATIONSHIPS, NO LANGUAGE PROBLEM, ETC. (IN ADVANCE OF MARKET INVESTIGATION BY POST, WE ARE NOT SUGGESTING THAT SUCH POTENTIAL EXISTS.)

3. THIS FIRST TEMPS INQUIRY ALSO RAISES BROADER QUESTIONS. VERY NATURE OF TEMPS EMPHASIS APPEARS TO RUN CONTRARY TO TARGET INDUSTRY THRUST OF RECENT CCP YEARS ON ESTABLISHED, EXPORTING INDUSTRIES, SO THAT FUTURE TEMPS QUERIES PROBABLY WILL FIND NO USEFUL INFORMATION ON FILE IN DOC OR ABROAD AS IN THIS CASE; THUS, MOST OF THESE OUT-OF-STREAM INQUIRIES WILL REQUIRE MAXIMUM EFFORT AT DOMESTIC AND FS ENDS.

4. AS REGARDS THIS POST, DEFINITION OF QUALIFIED FIRMS (AND CIRCUMSTANCES DESCRIBED IN PARA 2 SUGGEST BETTER SCREENING IS REQUIRED) MAKES IT CLEAR THAT FEW IF ANY APPLICATIONS WILL FAIL TO IDENTIFY UK MARKET AS OBJECTIVE, DUE GENERAL SIMILARITY OF US/UK MARKETS, COMMON LANGUAGE, AND BANKING TIES. PARA 8 REF A FORECAST OF 200-PLAN ANNUAL LEVEL WORKS OUT TO NEARLY ONE WORK YEAR ON OPTIMISTIC ONE PERSON-DAY PER STUDY BASIS. HOWEVER, IF HITHERTO-UNTREATED INDUSTRIES SUCH AS SUBJECT OF REF B ARE TO BE TYPICAL OF TEMPS INVESTIGATIONS, 50-75 PLAN ESTIMATE FOR FY 1979 TRIAL PERIOD WOULD BETTER BE SEEN AS 150-225 PERSON-DAYS, FOR WHICH PRESUM-UNCLASSIFIED

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ABLY NO ADDITIONAL RESOURCES COULD BE AUTHORIZED.

5. FROM ABOVE, WE CONCLUDE THAT TEMPS PROGRAM NEEDS SOME RESTUDY AND RECOMMEND CONSULTATION WITH POSTS BEFORE FURTHER TASKING IS IMPOSED.

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